

JRDV'S WORLD

WELCOME TO JRDV'S WORLD!

This blog is designed to tackle about various range of topics, including travel, local issues, as well as the world in general. As far as you know, I am an IT graduate at Notre Dame of Marbel University in Koronadal City, South Cotabato. I believe that blogging is a passion and this is what I want to share my insight to the world. Keep reading kag madamo nga salamat sa inyong pagsalig (...at maraming salamat sa inyong pagtitiwala).

MY VIEW ABOUT THE KALYESERYE

I actually missed the first month of the phenomenon that shook the country by storm: Kalyeserye, a split-screen romance between Alden Richards and Yaya Dub (portrayed by Maine Mendoza). Back then, I was glued with Showtime, with Funny One as the cream of the crop. I started watching this accidental romance at about August 17, the same time Showtime launched its controversial segment "Twerking Girls."

After watching back and forth, I started to stick with Eat Bulaga. After a few days I stay tuned to Kalyeserye almost everyday.

Staying strong for almost two months now, Kalyeserye is now giving Eat Bulaga a huge boost on its ratings, making Showtime panicked with emergency meetings almost everyday.

With the upcoming showdown between Alden and Yaya Dub looming this Saturday on "Bulaga Pa More Dabarkads Pa More" Wildcard, I'm pretty sure that more and more

telev viewers will watch the showdown unfold between Alden and Yaya Dub. Who will be the winners and losers? Find out this Saturday at Eat Bulaga, 11:30am on GMA.

ONE THOUGHT ON “MY VIEW ABOUT THE KALYESERYE”



1. HF3212 SAYS:

After the failed Aldub “showdown” Yaya Dub has been kidnapped. Twice.

Like

September 13, 2015 at 9:37 am Reply

ALDUB HYPE GONE WORSE

AIDub is becoming more and more popular right now, especially with the new commercials featuring the duo: McDonald’s and Talk ‘N Text.

But the hype is gone worse.

[GMA News](#) is way too focused on AIDub nowadays, with Kalyeserye summaries part of news items of all GMA newscasts, as well as GMA News TV’s newscasts.

And it doesn’t help GMA at all. Their other talents are now in limbo once AIDub is now in spotlight. And to make matters worse, AIDub is already overexposed at the expense of GMA’s own talents, thanks to GMA News. GMA News is the only one doing an episode summary as a news item on TV kind of thing, according to Ralph Domingo’s [From The Tube WordPress blog](#). Its rivals [ABS-CBN News](#), [News5](#), and [CNN Philippines](#) doesn’t do that.

GMA News was once the most trusted news source in the Philippines. With AIDub being in the news item almost everyday on GMA News, I think that AIDub is already overexposed.

GMA'S DESPERATE MOVE: ILLUSTRADO RERUN ON NEWS TV



Capitalizing on AIDub's success, GMA is now trying to air a rerun of Alden Richards' old historical drama *Illustrado*, which was produced by GMA News (credits: GMA Network)

Call it desperate.

Capitalizing on the recent success of the accidental love duo AIDub (Alden Richards and Yaya Dub), the so-called #1 News Channel on Free TV will air another teleserye rerun after *Amaya*. Enter *Illustrado*.

This historical drama series failed to impress on its initial run on GMA as more viewers are tuned in to its rival *Two Wives*. Even the mature scenes on *Two Wives* were way more interesting to viewers and netizens alike, unlike the historical value of *Illustrado*. It was produced by GMA News and Public Affairs as its first venture on GMA Telebabad.

GMA hasn't moved on from Alden's past blunders, hence with AIDub getting more popular as of late, here we are with this rerun.

Let's see if the rerun of this historical series will make an impact on a struggling News TV, especially on GMA's loyal viewers and Alden's new fans.

This rerun will start this Monday, September 21, 3:00pm on GMA News TV.

2 THOUGHTS ON “GMA’S DESPERATE MOVE: ILLUSTRADO RERUN ON NEWS TV”

1. **GMA’S DESPERATE MOVE: ILLUSTRADO RERUN ON NEWS TV | BRYANLLAMADO SAYS:**

[...] Source: GMA’S DESPERATE MOVE: ILLUSTRADO RERUN ON NEWS TV [...]

Like

September 18, 2015 at 12:09 am Reply

2. **CELEBRITY PREMIERE IS KAPUSO NETWORK’S ANOTHER DESPERATE MOVE | TIMOW’S TURFSAYS:**

[...] FROM Ilustrado’s rerun on GMA News TV this Monday, another litany of desperate strategy comes from the main channel in Timog Avenue that will [...]

Like

September 18, 2015 at 10:42 am Reply

95.7 BRIGADA NEWS FM IS KORONADAL’S NEW OVERALL #1 RADIO STATION; BOMBO RADYO KORONADAL STILL #1 ON AM



More than two years after it first signed on, 95.7 Brigada News FM Koronadal is the new overall #1 FM station as per Kantar-RRC survey. (Photo: Brigada Mass Media Corporation)

The media landscape in Koronadal City (just an hour’s drive north of General Santos City) just gets more interesting. Kantar Media/KBP-RRC has surveyed some households last September and the results are released just this week.

95.7 Brigada News FM Koronadal signed on last February 2013 and it wasn't included in the 2013 Kantar Media survey, which hailed Bombo Radyo Koronadal as the overall #1 radio station and 100.1 Love Radio Koronadal as the #1 FM station.

Things have changed since then.

Kantar Media just declared 95.7 Brigada News FM Koronadal as the new overall #1 radio station, dethroning Bombo Radyo Koronadal on the overall #1 crown and Love Radio as the #1 FM station (the crown that station achieved since the 2011 Nielsen survey, thanks to Nicole Hyala, Chris Tsuper and Papa Jack). 95.7 Brigada News FM achieved the rating percentage of 7.085% and the audience share of 63.613.

100.1 Love Radio Koronadal, the former king of Koronadal FM, achieved the rating percentage of 2.111% and the audience share of 18.951. 91.7 Happy FM Koronadal (the oldest FM station in the city) achieved the rating percentage of 1.885% and the audience share of 16.919. 97.3 Gold FM (signed on last November 2013) achieved the rating percentage of 0.044% and the audience share of 0.3191. 97.9 Spring Radio (based in Tampakan, South Cotabato, but is included on the survey) achieved the rating percentage of 0.015% and the audience share of 0.126.

On Koronadal AM, 1026 Bombo Radyo Koronadal achieved the rating percentage of 0.95% (4th overall radio station) and the audience share of 59.38, hence retaining as the #1 AM station. RMN Koronadal 639 (having recovered from being #3 AM station on the last Kantar Media survey last 2013) achieved the rating percentage of 0.32% and the audience share of 19.79. Radyo Bida Koronadal 963 (which signed on this year) achieved the rating percentage of 0.29% and the audience share of 18.21. 1062 DXKI (the oldest AM station in the city) achieved the audience share of 0.04% (was #2 AM station at the last Kantar Media survey last 2013) and the audience share of 2.62.

(The data provided above are based from Kantar Media.)

Just as you thought that things get more interesting, Bombo Radyo Koronadal demanded an explanation on why Bombo Radyo Koronadal is the overall #4 radio station on the 2015 Kantar Media survey and a hard copy of the 2015 Kantar Media survey, like the hard copy of the 2013 Kantar Media survey that they received last January 2014, demanding "justice for all radio stations in South Cotabato."

My opinion is that listeners in Koronadal made the verdict and we should respect the decision. Radio stations should respect the verdict of the listeners on the latest Kantar Media survey. Just show some respect and avoid arguing on social media about what radio station should they listen to. Ratings are just numbers, but what's important is that the radio stations serve their listeners across Koronadal City, South Cotabato, Sultan Kudarat, Maguindanao and Cotabato Province with balanced programming, latest news, the hottest music and the important information people need in their daily lives.

GMA ADDS SHOP TV; TO FACE-OFF AGAINST O SHOPPING AND SHOP JAPAN



GMA joins the late night home shopping bandwagon as it adds Solar Entertainment's Shop TV on its lineup, facing up against O Shopping on ABS-CBN and Shop Japan on TV5. (Photo: Shop TV Philippines Facebook page)

After ABS-CBN adding O Shopping and TV5 adding Shop Japan on their respective late night lineups with their respective products sold to viewers, another network joined the bandwagon. It's GMA 7.

On the recent years, GMA does not air home shopping at all. With the recent addition of Shop TV of Solar Entertainment Corporation on GMA's late night lineup,

Kapuso viewers who stayed late at night will have more chance to see the products that Shop TV has to offer.

Catch Shop TV on GMA starting tomorrow, November 30, from 12:30-2:00am, Mondays-Fridays.

Watch Shop TV on SkyCable channel 13 in Metro Manila and other providers nationwide. To order from Shop TV, call 817-7000 (Metro Manila) and 1-800-10-817-7000 (Provincial, toll-free).

NOTE: The last infomercial GMA aired was the Proactiv infomercials on early morning hours way back in 2005.

JRDV'S WORLD YEAR IN REVIEW: PH RADIO

With other blogs sharing their insights on Philippine Television in 2015, I will show you some big news in Philippine Radio.

CALM AFTER THE STORM



After the various re-formats, 103.5 K-Lite settled in the Adult Contemporary format, which

resulted in the station being #6 in Metro Manila ratings, based on figures released by Nielsen. (Photo: Advanced Media Broadcasting System, Inc.)

After the disastrous re-formats of 103.5 K-Lite (from AC on its launch last July 22, 2013 to CHR last April 21, 2014 to Adult Hits last August 18, 2014 (as a desperate attempt to compete against Retro 105.9 DCG-FM and 107.5 Wish FM) before settling in to the AC format last November 24, 2014), it seems that the listeners of 103.5 K-Lite have something to cheer on this year. A year after settling on the Adult Contemporary format, K-Lite was ranked #6 on Metro Manila FM Ratings, based on AC Nielsen survey. I'm pretty sure that learning their mistakes from last year actually helped them a lot and I hope that it will continue in the years to come.



After saying goodbye to the Adult Contemporary format, there are changes on Home Radio last year before settling in to the CHR format. Just recently, they dropped 'Natural!' from its logo and retired the said slogan, in order to remove any connection to the disastrous reformat from AC to masa last year. (Photo: Aliw Broadcasting Corporation)

Another station that struggled last year was 97.9 Home Radio. After dropping its Adult Contemporary format last February 28, 2014, the station was relaunched and became 97.9 Home Radio Natural! and went masa. They dropped Home Radio on its station branding, fired all of its female DJs, and even hired Duncan Ramos and Jimmy Bondoc on its roster, but it doesn't help at all. After realizing that they have no chance against stations like 90.7 Love Radio, 101.1 Yes FM, Barangay LS 97.1, MOR 101.9, 93.9 iFM and 106.7 Energy FM, they decided to reformat from masa to CHR last August 2014, which continued until today. The Home Radio branding returned last November 3, 2014 and broadcasting in full English last January (for the first time since dropping the AC

format in favor of masa). It seems that 97.9 Home Radio learned their lessons this year, like 103.5 K-Lite, and it should help them to succeed in its new format. To remove such connection from the masa disaster, 97.9 Home Radio decided to drop its slogan “Natural!” for good. The station now targets millennials with today’s hottest music.

EXPANSION MODE

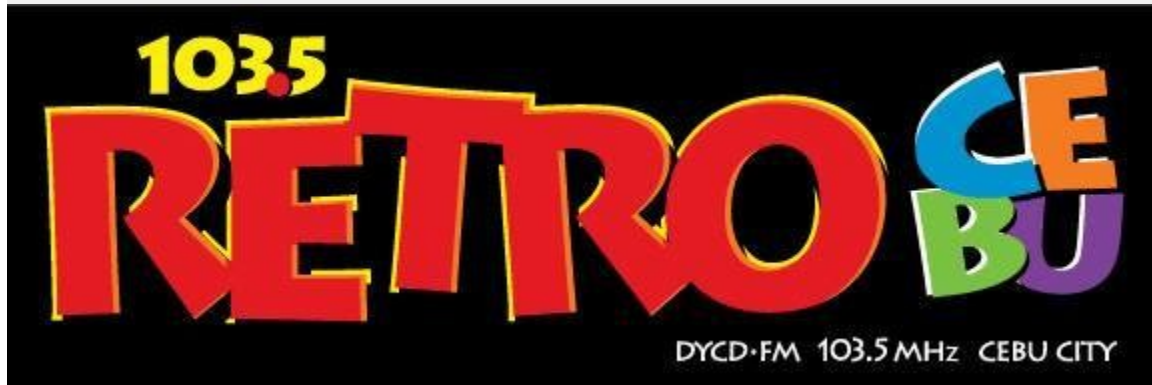


In order to help Metro Manila listeners cope up with signal issues on 104.7, Brigada News FM opened their new stations in Pampanga (92.7) and Olongapo (93.5), in order to improve its reception issues. Brigada News FM even launched its new FM station in Davao (91.5) after acquiring the frequency from Primax. (Photo: Brigada Mass Media Corporation)

It seems that Brigada Mass Media Corporation’s expansion continued this year. Even though 104.7 Brigada News FM National became #1 in Batangas and Lipa (based on 2015 KBP-Kantar Media Survey), the station faced lots of issues in Metro Manila, especially on its signal reception. To solve the problem, BMMC launched 92.7 Brigada News FM Pampanga based in San Fernando City, Pampanga (which initially relayed programs from 104.7 from April before launching its own programming in September 14) and 93.5 Brigada News FM Olongapo (launched last April and aired its own programming).

BMMC made headlines in Davao after acquiring the 91.5 frequency from its previous owner Primax Broadcasting Network (which also occupied Jacinta Building 2 in Makati and occupied the 10th floor of the said building, while Brigada’s National Headquarters occupied the 5th floor of the said building). BMMC even constructed the station’s new transmitter at Shrine Hills, replacing the old one. Test broadcast started last August 10 before being formally launched last August 23, in time for Davao City’s 30th Kadayawan Festival. The new station now competes against 94.7 Radyo Ni Juan (which occupied 94.7 Mellow Touch Davao’s blocktime since May 2014), Radyo5 101.9 News FM and 105.9 Balita FM. Brigada’s expansion might continue as stations in cities like Tuguegarao, Cauayan and Roxas City will be airing soon.

CEBU GETS RETRO-FIED!



UMBN

shocked Cebuanos as 103.5 Wild FM Cebu ended its broadcast last January and went off-the-air for over a month. The station finally relaunched last March 16 and became 103.5 Retro Cebu. (Photo: UMBN)

After years of success as 103.5 Wild FM Cebu, Ditan Communications (University of Mindanao Broadcasting Network's Visayas subsidiary) shocked Cebuanos after signing off 103.5 Wild FM Cebu last January without any announcements. The station went off-the-air for over a month. Last March 16, the station was relaunched and it became 103.5 Retro Cebu. Unlike the previous Wild FM format which played CHR, Retro Cebu played the greatest hits from the 60s, 70s, 80s and 90s. The success of the format even convinced UMBN to rebrand its station in Davao from 95.5 Hit Radio to 95.5 Retro Davao next year. For those wondering if Retro 105.9 DCG-FM and 103.5 Retro Cebu have the same ownership (even though they have the same format), THE ANSWER IS NO. The Manila station is owned by DCG Radio-TV Network with radio stations in CALABARZON, while the Cebu and the soon-to-be relaunched Davao stations are owned by UMBN.

DREAMS DO COME TRUE, BARANGAY LS GOES NATIONWIDE



Dreams do come true. After eight years of waiting, Mike Enriquez' dreams came true as Barangay LS 97.1 became the #1 FM station in Metro Manila, according to Nielsen, after beating the long-time ratings juggernaut 90.7 Love Radio. (Photo: GMA Network)

Dreams do come true, after all. After eight years of waiting, Mike Enriquez' dreams of 97.1 being the #1 FM station came true. Based on the 2015 Nielsen survey, Barangay LS 97.1 recently proclaimed as the new #1 station in Metro Manila. It seems that the nationwide integration of some of Barangay LS' programs to provincial Barangay FM

stations have finally worked. We have to see if Barangay LS will hold on to the #1 spot after 90.7 Love Radio held on after more than a decade.

Speaking of Barangay LS, at the height of the recent closures of GMA's regional stations in Ilocos, Naga, Bacolod, Cagayan de Oro and General Santos last April, GMA decided to make Barangay LS more available to listeners nationwide and have a nationwide simulcast of Barangay LS. The programs that simulcasted to Barangay stations nationwide include "Barangay Love Stories" and "Talk To Papa", in order for the network to fulfill its promise as stated in its slogan "Isang Bansa, Isang Barangay". Both programs started airing in provincial Barangay stations this year.

GOODBYE, CHICO LOCO AND TROUBLES FOR PAPA JACK

The shocker this year is the unexpected cancellation of the Friday night program "Gabi Na, Gising Na!" earlier this year, hosted by Chico Loco of 101.1 Yes! FM and Papa Jack of 90.7 Love Radio. The real shocker is the announcement of Chico Loco's resignation last March, after 7 years of service at 101.1 Yes! FM and 5 years of hosting "Yes! Diaries". Chico Loco eventually settled in Dubai and is now working on Tag 91.1.

As for Papa Jack, his loyal listeners, as well as netizens have wondered why Papa Jack went off the air after Chico Loco's unexpected resignation. After two months, Papa Jack returned to the airwaves and continued hosting "True Love Conversations" on 90.7 Love Radio. The companion program "Wild Confessions" was cancelled.

As for the replacement of "Yes! Diaries", Yes! FM launched "Usapang LDR" and even hired 2 ex-iFM DJs Megan and Kara, to do the job. Despite these woes, expect Love Radio and Yes! FM to recover its lost ground.

HOME SHOPPING ON RADIO



The real shocker is the addition of home shopping on EBC's radio stations DZEC Radyo Agila 1062 and Pinas FM 95.5. This is after their parent company Eagle Broadcasting Corporation signed a deal with EZ Shop to air EZ Shop on Net 25. (Photo: <http://www.myezshopmall.com>) We always thought that home shopping will forever stay on TV. I guess we're all wrong. Last December 24, listeners of DZEC Radyo Agila 1062 and Pinas FM 95.5 were greeted with EZ Shop products, and is aired from Monday-Sunday on both stations. It might be a first in Philippine radio history, it might help EZ Shop to gain more exposure, especially on a medium that is reached by more people, especially in rural areas. I'm not sure if MOR will add O Shopping, Radyo5 adding Shop Japan and Barangay LS adding Shop TV in the future.

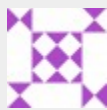
OTHER DEVELOPMENTS

It seems that Mom's Radio returned to the airwaves after five years. Estima Content revived the said brand and even re-negotiated with SBN, resulting in Mom's Radio's revival. So far, Mom's Radio is currently heard in Bacolod (90.3), Cebu (88.3) and Davao (97.9).

Expect Philippine radio to be exciting in 2016 since the elections are coming up soon.

4 THOUGHTS ON "JRDV'S WORLD YEAR IN REVIEW: PH RADIO"

1.



RALPHIERCE SAYS:

Reblogged this on [From the Tube](#).

Like

December 30, 2015 at 9:53 pm Reply



2. **GAB SAYS:**

On Mom's Radio: I saw one of the IG post of a DJ of Mom's Radio few months back w/ Wilson Tieng of Solar. Hmmm.... is Solar are the new owner of Mom's Radio?

Like

December 30, 2015 at 10:25 pm Reply

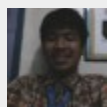


1. **VALDEZJOHNRODRIGO SAYS:**

Solar owns part of SBN. That answers your question.

Like

January 2, 2016 at 6:03 pm Reply



3. **EMMAN1035 SAYS:**

Reblogged this on Driven To Distraction.

Like

January 5, 2016 at 11:47 am Reply

JRDV'S WORLD YEAR IN REVIEW: PH CABLE TV

As 2015 ends, let's take one last look at the biggest news in Philippine cable TV.

BALLS SIGNS OFF



After seven years, Balls served cable viewers with FIFA, UFC, UEFA, US Open, ATP, FIVB, UAAP and NCAA games, in which ABS-CBN Sports had rights. With the loss of UFC, which spiked the popularity of this channel, ABS-CBN Sports + Action now have a bigger shoes to fill in. (Photo: ABS-CBN Corporation)

It's the end of the era for Balls, the last of ABS-CBN's three replacement channels last 2008 which replaced the Solar Entertainment-owned Solar Sports, BTV, Jack TV, ETC, C/S and 2nd Avenue due to contract issues. Eventually, ETC, C/S and 2nd Avenue found their free TV homes via SBN 21, RPN 9 and RJTV 29, while other Solar channels were dropped. Balls replaced Solar Sports and BTV on Sky, Maxxx replaced C/S and Jack TV on Sky, and Velvet replaced ETC and 2nd Avenue on Sky.

Since Maxxx and Velvet are already gone, let's talk about Balls. Its programming initially consisted of ball sports (football, basketball, golf, tennis and volleyball). It even aired French Open (before moving to Fox Sports last 2014) and US Open tennis Grand Slam tournaments, UEFA Champions League and UEFA Europa League, English Premier League, ATP matches, FIVB, FIFA World Cup, Azkals matches, The programming broadened further to include boxing, wrestling, mixed martial arts and 2011 SEA Games. Balls gained attention when it aired UFC matches from 2009 to 2015, promoted UFC matches and even boosted the popularity of UFC in the Philippines.

With the loss of UFC rights looming, ABS-CBN decided to shut down Balls for good, and it happened last January 1 at 12:00mn. Its last programming was indeed UFC.

Speaking of UFC, Sports5 currently holds the rights of UFC matches, and we'll talk about it on this post.

As for high-definition broadcasts, Balls HD was the first Filipino cable channel to broadcast in HD. It aired UAAP and NCAA matches in high definition. The high definition feed of Balls was replaced with ABS-CBN Sports + Action HD, airing UAAP and NCAA

games in HD, as well as sports coverage in which ABS-CBN Sports have rights, excluding NBA, in which HD broadcasts are aired at NBA Premium TV instead.

NEW LOGO, NEW LINEUP, SAME FOCUS



ABS-CBN NEWS CHANNEL ANC had a major overhaul on its logo, ditching Arial Black on the 'ANC' on its logo, a newly-modified rhombus logo and the red-blue title scheme on the network's programs, which was first implemented on The World Tonight last January 12, 2015. (Photo: ABS-CBN Corporation)

The best is getting better than ever. After the high-profile hirings of Christian Esguerra, Cathy Yap-Yang and Nancy Irlanda on the said network, ANC decided to have a major makeover, and it happened last October 26.

The most notable change is the weekday morning lineup of ANC. Mornings @ ANC used to air at 9:00am before the revamp. Nowadays, Mornings @ ANC is now at 5:30am (the said timeslot was used to simulcast Umagang Kay Ganda of ABS-CBN channel 2). ABS-CBN even utilized its Rockwell studio in Makati for ANC programs, such as Mornings @ ANC and Market Edge. Headstart with Karen Davila stayed on its usual timeslot.

Market Edge, hosted by Cathy Yang, premiered last September 1 and it was initially aired at 3:00pm, replacing News Now @ 3. Its initial focus was to break down the closing numbers as the Philippine Stock Exchange ends its trading session. After the network revamped, Market Edge now airs every mornings @ 9:00am, replacing Mornings @ ANC which aired on the said timeslot. The morning edition looked down the top business news, as well as opening figures from Asia-Pacific stock markets, including the Philippine Stock Exchange.

Nancy Irlanda hosted two programs: News Now @ 10 (which airs every weekdays @ 10am) and Shake with Nancy Irlanda (which airs every Saturday @ 9:30am and Sundays @ 4:30pm). News Now @ 10 serves as Nancy Irlanda's first newscast since

leaving Solar Nightly News last 2014. On The Money now airs every 10:30am, instead of 7:30am (right after the UKG simulcast).

With new lineup and new logo, ANC is and will remain as the news channel which served the latest news and information, something even its newer rivals won't ever do.

SIGNAL'S BIG EXPANSION

The logo for Bloomberg TV Philippines is displayed on a solid orange rectangular background. The word "Bloomberg" is written in a large, white, sans-serif font. Below it, the words "TV PHILIPPINES" are written in a smaller, white, all-caps, sans-serif font.

Cignal expanded with newer channels. One of the new channels launched is Bloomberg TV Philippines, the country's first business news channel. (Photo: TV5 Network and Bloomberg L.P.)

Cignal expanded on a new way and it reached a milestone no other pay TV operator has done before: having more than 1 million subscribers.

Since we're focused on Cignal's expansion, let's take a look on the new channels aired on Cignal. One of them is Bloomberg TV Philippines. Just months after Nine Media Corporation and Turner Broadcasting System's brand-licensing agreement giving way to the birth of CNN Philippines, MediaQuest Holdings decided to negotiate with Bloomberg Television and reached a deal to create the Philippine version of Bloomberg TV. TV5 even lured Atty. Rod Nepomuceno away from 9TV (now known as CNN Philippines) to help with the new channel. After various delays, the Philippine version of Bloomberg TV, Bloomberg Philippines, finally launched on October 5. Despite the hype, the new channel had its share of controversy: having Shawn Yao read headlines every top of the hour with her own show *Top 5*. Despite its controversies, Bloomberg TV Philippines aims to serve the growing needs of the Philippine business community.



Another new channel added on Signal was Sari-Sari Channel. This channel offers a wide variety of shows from Viva Entertainment and TV5 portfolios. (Photo: Viva Communications, Inc. and TV5 Network, Inc.)

Another new kid in town is Sari-Sari Channel. It is a joint venture between Viva Communications and TV5. This channel airs archive shows and movies from Viva Television and VIVA Films, Studio5 original movies, and in-house original productions. The said channel had its test broadcast last December 1 and will formally launch on January 15.

Another shocker is Signal acquiring the rights of UFC matches from ABS-CBN Sports, which gives you to this next item.

UFC FOUND ITS NEW HOME



After being rendered useless by most television observers, Hyper will now air UFC matches starting this January. Living up to the expectations of Balls is a hard task ahead for this sports channel. (Photo: TV5 Network)

We mentioned earlier that ABS-CBN's rights to air UFC matches lapsed last December 31 and Balls will sign off for good. The question is where UFC matches will air now that Balls is now gone? The answer is Hyper. The said channel was rendered useless by most Philippine TV observers until recently, when Sports5 announced that they will take over the rights to air UFC matches starting 2016. Filling the huge gap is a huge challenge for Hyper, since this channel is not well-known to most Philippine TV observers or even carried by provincial cable TV operators.

That's the biggest developments on Philippine cable TV in the year 2015. 2016 should be exciting for Philippine pay TV and it will be an exciting year.

WHAT TO EXPECT THIS 2016

2016 is Election Season here in the Philippines and expect that one of our neighboring blog [Timow's Turf](#) will devote its focus on educating the voting population regarding the

elections for the first half of the year, while this blog, along with [From The Tube](#), will post news and insights from the entertainment scene.

If you followed this blog, this blog will continue to post news about what's happening in Philippine Television and Radio, as well as some local media news.

As for TV networks, expect more money for the Big Three networks as campaign period is about to start for national and local elections. Regarding the Election coverage, *pabonggahan ng news graphics ang magiging labanan sa mga* Big Three Networks, just like the 2010 Elections where ABS-CBN introduced its 'virtual presence' and GMA settled with so-called 'hologram' and its use was widely criticized.

As for radio stations, it's a test for Barangay LS 97.1 to keep their winning streak on the ratings game this year. It's definitely a make or break year for Barangay LS this year. As for the new 95.5 Retro Davao, it's a test on whether the success of 103.5 Retro Cebu in Metro Cebu translate to success in Metro Davao. As for 104.7 Brigada News FM National, it's still a test for them this year as they will still endure signal problems within Metro Manila. Just like most radio observers suggested, the most obvious solution for Brigada Mass Media Corporation is to buy a struggling full-powered FM station in Metro Manila, but the problem that they face is lack of FM space in Metro Manila. As for Mom's Radio, it's a test for them this year whether the return the airwaves of Mom's Radio in Bacolod, Cebu and Davao is worth a success.

Back to the elections, as we decide the next set of leaders which will decide our future in the next six years, I would like to remind all of you to please vote wisely.

2016 surely is an interesting year and this blog, along with Timow's Turf and From The Tube, will be there to guide you on what's happening throughout the world of elections, television and radio. From JRDV's World, I wish you a blessed year ahead.

VIRAL STORY "VINCE AND KATH" TRENDS ONLINE

Have you noticed that the story of Vince and Kath took over the Philippine Facebook news feeds over the past four days? The author of this blog noticed it and already followed the story, from the very start.

Facebook page [Life and Social Media](#) decided to make a love story featuring Vince, a college basketball varsity player and took Electrical Engineering on a college, and Kath, a college heartthrob that stole Vince's heart. Other characters include Jake, Kath's best friend, Kath's father who worked in Dubai, Jella, Marc's cousin and the person who recruited Vince on a job after hearing that he finished Electrical Engineering, and Maxine, Kath's BFF.

On the sixth part of the story, Kath and Vince became an official couple.

As of this writing, the viral online story is now on its 11th chapter and netizens are now waiting on what will happen to Vince after someone stabbed Vince. The said office mate informed Kath about the said incident and informed her daddy afterwards.

The said story is pretty accurate, regarding romance on today's generation with the advent of social media. The simple text conversations and emoticons are the reasons why more people followed the story. After the initial eleven chapters, you can feel the tension, the drama and the romance on the said story, making its way to online fandom.

As of this writing, the whole story gathered more than 270,000 likes (six combined albums on the story on Life and Social Media's page) and deserves a TV adaptation, once the story is finished. One thing's for sure, we better stay tuned on what happens next.

DANCE KIDS ENDS, I LOVE OPM BEGINS



After the success of Dance Kids, I Love OPM is the latest of ABS-CBN's weekend offers, a singing search for foreigners who love and appreciate Original Pilipino Music. (Photo: ABS-CBN)

After the success of Dance Kids, which saw the dance duo Lucky Aces won last Sunday, ABS-CBN will launch its new offering, a singing search for foreigners who really love Original Pilipino Music.

Enter I Love OPM.

I Love OPM is a singing search like no other. Unlike most singing search that we see on TV (the latest is the revival of Born To Be A Star which aired on TV5), this singing search features foreigners who loved and appreciate Original Pilipino Music (OPM).

The said singing search is hosted by It's Showtime mainstay Anne Curtis and comedian Eric Nicolas. The judging panel includes Toni Gonzaga, Lani Misalucha and Martin Nievera.

Catch the journey of these aspiring foreign singers starting this Saturday right after Maalala Mo Kaya and this Sunday right after Rated K on ABS-CBN.

ONE THOUGHT ON “DANCE KIDS ENDS, I LOVE OPM BEGINS”



1.

RALPHIERCE SAYS:

Reblogged this on [From the Tube](#) and commented:

Another talent show invades ABS-CBN. But this is no ordinary talent show. Find out why in this article.

Like

February 10, 2016 at 12:10 pm Reply

THOUGHTS AFTER PAC-BRADLEY (IN 150 WORDS)

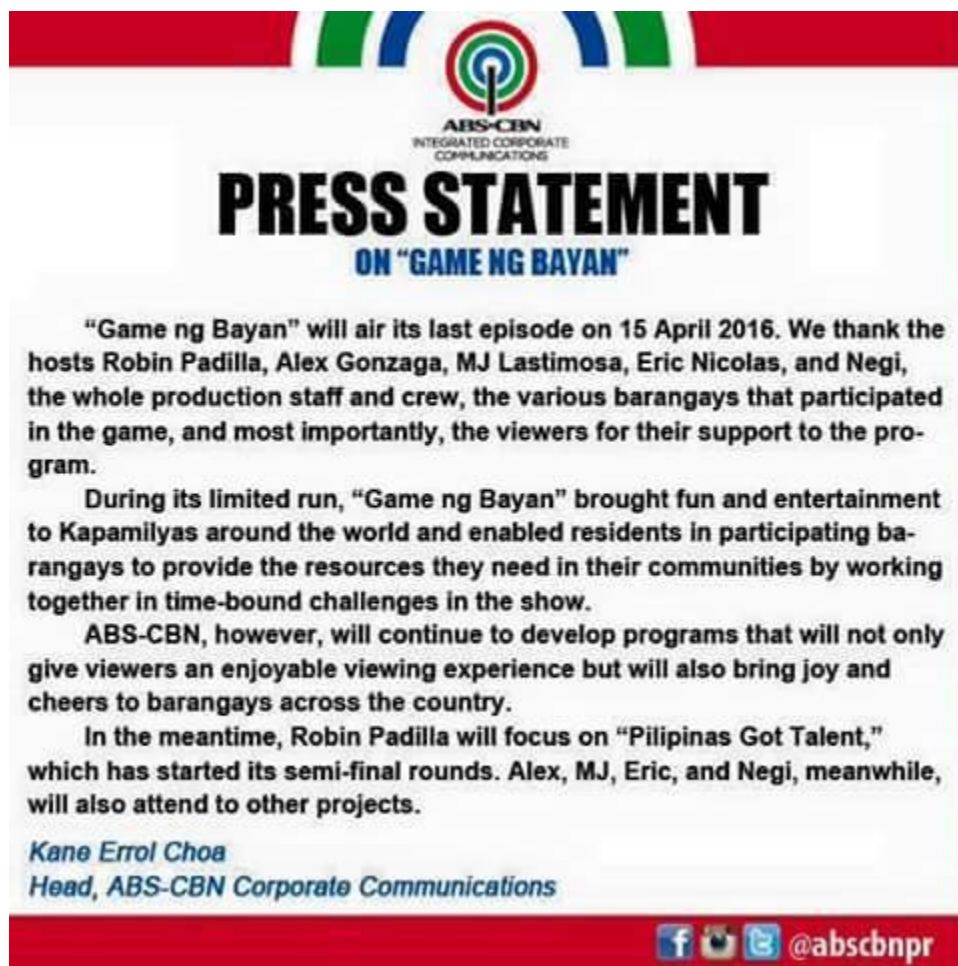
Manny Pacquiao ended his career on a high note, winning against Timothy Bradley and completes the Pacquiao-Bradley trilogy with 2 wins by Manny to 1 win by Bradley.

But since the fight is in the middle of the campaign period, the fight is promoted less by both GMA and Solar Sports, thanks to the Fair Elections Act.

The writer decided to watch the fight anyway, thanks to its relatives who are die-hard boxing fans. I respect the opinions of those [who didn't want to watch the fight](#) and preferred to watch the [PiliPinas Vice Presidential Debate](#) on [CNN Philippines](#), but with Pacquiao winning the match, *mukhang may mangyayaring sisihan sa mga taong ayaw manood ng laban at marami ang talo sa pustahan sa naturang laban.*

Regarding his Senatorial bid, I wish Manny Pacquiao the best of luck. Let's see if his win over Bradley would help him win in this year's election.

GAME NG BAYAN ENDS FRIDAY; I WILL SURVIVE TO REPLACE GAME NG BAYAN



ended its run after six weeks and 28 episodes. The show is unable to beat 'Wowowin' throughout its run. (Photo: ABS-CBN PR)

After six weeks, 'Game Ng Bayan' will end its run on Friday. The show is constantly behind 'Wowowin' in the ratings, either from Kantar or Nielsen. Despite its favorable timeslot in Metro Manila (5:00pm), ABS-CBN Regional Network Group decided to air the said show at 9:00am (it used to air at 4:15pm when the Koreanovela 'My Love Donna' was aired on the said network). According to Kane Errol Choa, the Head of ABS-CBN Corporate Communications, the said show brought fun and entertainment to its loyal Kapamilyas, especially in participating barangays. According to Choa, the main host Robin Padilla will focus on his role as one of the judges of 'Pilipinas Got Talent', Eric Nicolas will stay as the co-host of 'I Love OPM', Alex Gonzaga, MJ Lastimososa and Negi will focus on other projects.

According to reports, especially from MJ Felipe, 'We Will Survive' will replace 'Game Ng Bayan' this Monday and 'My Super D' will premiere on the same day on 'We Will Survive's timeslot. Will 'We Will Survive' beat 'Wowowin'? Time will tell.

Catch the series finale of 'Game Ng Bayan' this Friday at 5:00pm (9:00am on ABS-CBN RNG) and 'We Will Survive' move to its new timeslot, this Monday at 5:00pm (time TBA on ABS-CBN RNG) on ABS-CBN.

2 THOUGHTS ON “GAME NG BAYAN ENDS FRIDAY; I WILL SURVIVE TO REPLACE GAME NG BAYAN”

1.



GAB SAYS:

“We” Will Survive is the correct title

Like

April 13, 2016 at 10:08 pm Reply

1.



JRDV SAYS:

Already corrected and updated.

Like

April 14, 2016 at 6:47 pm Reply

NEW SEASON OF POKÉMON PREMIERES ON CARTOON NETWORK PHILIPPINES; FATE OF POKÉMON ON GMA STILL UNCERTAIN

POKÉMON™

THE SERIES

XY

KALOS

QUEST

Pokémon XY: Kalos Quest, the eighteenth season of the long-running anime, will finally premiere in the Philippines starting Monday. (Photo: Bulbapedia)

Pokémon fans in the Philippines, rejoice! The eighteenth season, dubbed as 'Pokémon XY: Kalos Quest' will continue the adventures of Ash Ketchum and his trusted friend Pikachu, as well as his travelling companions Lumiose Gym Leader Clemont and his

little sister Bonnie, as well as Serena, who once met Ash on a summer camp in Pallet Town when they were younger, and face new challenges across Kalos Region, which is inspired by France. In this season, Ash will challenge more gyms, including Clemont's, and Serena will pursue her dream to become a Pokémon Performer and the next Kalos Queen.

As for the fate of the Pokémon franchise on GMA Network, the said network concluded the run of 'Pokémon Black and White' earlier this month and GMA has not released any plans to air seasons 15, 16 and 18. The said anime is now occupied by the fast-popular anime series 'Yo-Kai Watch'.

Catch new episodes of 'Pokémon XY: Kalos Quest' starting Monday, 6:45pm on Cartoon Network Philippines. Cartoon Network Philippines is available on most cable providers nationwide.

MY THOUGHTS ON THE ANTI-DUTERTE AD PAID BY TRILLANES

NOTE: This post is the personal opinion of the creator of this blog and is no way affiliated to Davao City Mayor Rodrigo Duterte or Senator Antonio Trillanes IV.

This is where our P20 million went.

The whole nation alarmed this morning when the news of an anti-Duterte ad is about to air tomorrow, May 6. The information revealed that ABS-CBN will air the ad anyway for P20 million and other networks rejected that ad.

Fast forward to the first commercial break of TV Patrol, we see the anti-Duterte ad paid by the Vice Presidential Candidate Sen. Antonio Trillanes IV before our very eyes. He used innocent children on the said ad. It started with a young kid saying "*ito ba ang gusto n'yo?*" followed by edited clips of past speeches from the Presidential Front-runner Davao City Mayor Rodrigo Duterte regarding his fight against criminality, swearing Pope Francis, praising the New People's Army (NPA), kissing women, his

remarks on the 1989 hostage crisis on the gang rape of the Australian missionary, and his promise of a bloody presidency, followed by a kid saying “*ito po ba ang gusto ninyong maging halimbawa para sa amin?*”, and the Mayor showing his dirty finger (censored for obvious reasons). The ad was paid by Sen. Antonio Trillanes and it comes just four days before the 2016 Presidential Elections here in the Philippines. The aforementioned ad is also aired on GMA 7.

My thoughts about this ad is the use of kids on a political ad. Are they forced to do this or are they paid by Trillanes for that ad alone? That ad alone is a clear violation of the Fair Elections Act since it essentially attacked Duterte since Trillanes’ so-called exposé on Duterte’s so-called hidden wealth. I think Trillanes is so desperate to avoid a Duterte presidency and avoid launching a coup against Duterte if he wins the Presidency. The desperation comes after Duterte stole the momentum away from Grace Poe in the past few weeks thanks to his strong support among the masses, as well as the middle class and the elite. Our votes are not worth P20 million, Sen. Trillanes, so please stop this attempt to lure voters away from Duterte and focus on the real problems of the Philippines, like poverty, corruption, criminality, jobs, healthcare, the sea dispute with China, and others. Please spare these young kids!

My one last plea is to vote wisely and think hard on who do you think will lead the country to a better future in the next six years.

NEW KID IN TOWN IN KORONADAL FM

Looks like Brigada, Happy, Gold and Love are now bracing for a new, albeit low-powered competitor. Koronadal City, a bustling city of 158,000 (2010 NSO Census) and an hour and a half away from General Santos City, now has five FM stations. The sixth FM station, 97.9 Spring Radio, is licensed in nearby Tampakan, South Cotabato.

Enter 93.9 Marvelous Radio. The said FM station is owned and operated by Marvelous College of Technology, Inc. and its campus is located at M.H. Del Pilar St., Brgy. Zone

IV, in this city. The said station is now in test broadcast since May 13 and is now airing the same music offered by its FM competitors. It is Koronadal's first campus-owned station since 104.1 Wow Radio owned by Green Valley College Foundation, Inc., which signed on last December 2012 (the said station signed off last 2013, thanks to the entry of 95.7 Brigada News FM). As a campus-owned FM station, the said station is low-powered and its signal is best heard within the 300-meter radius of the said campus, which includes Protech Center, South Cotabato Provincial Capitol, Rizal Park, South Cotabato Sports Complex and Notre Dame of Marbel University. If you want to try to listen to that station in areas like Ace Centerpoint and KCC Mall of Marbel, you need a bigger antenna to pick up the said station.

Let's see if that station will hold on for a long time, even when its four full-powered FM competitors are stepping up in order to become the top station in Koronadal.

BRIGADA'S SUCCESS EXPLAINED

Looks like 2016 really is a good year for Brigada after all. For anyone curious on what station they really are, Brigada News FM's format is actually a hybrid of an AM station and a FM station airing the Hot Adult Contemporary format, well-known in the country as "masa". Brigada Healthline might be their main advertiser, it is also sought after by advertisers after they heard the success of some of their stations.

If you wondered why Brigada News FM is considered an underdog by listeners in the Metro thanks to their weak signal, we need to take a look further on their success elsewhere.

The signal of 104.7 Brigada News FM National might be weak in parts of Metro Manila, it dominated the airwaves on its home market, Batangas, where the frequency is currently licensed. BNFM National proved on the 2015 Kantar Media survey to do just that.

Following the success in Batangas, the success went to the south and found its way to South Cotabato. 95.7 Brigada News FM Koronadal dominated the airwaves after that station was proclaimed overall #1 radio station on that market, based on the 2015 Kantar Media survey, besting more established names like RMN, Love Radio and Bombo Radyo.

Afterwards, the success found its way to Zamboanga. Just last February, 89.9 Brigada News FM Zamboanga became the overall #1 radio station on that market, also based on Kantar survey. It even beat some established names like RMN, Yes FM, MOR, iFM and Star FM. The news FM market in Zamboanga might be competitive (89.9 BNFM vs. e-Media News FM 105.9), but Brigada proved its worth.

And it continued on the place that started it all, General Santos. Just last summer, Nielsen proclaimed 89.5 Brigada News FM as the overall #1 radio station on that market. Not just that, it even defended that title as Nielsen proclaimed just last November that BNFM Gensan is still the overall #1 radio station. It even bested RMN, Bombo Radyo, Radyo Ronda, iFM, MOR, Home Radio, Wild FM, Love Radio, Barangay and Magic to do just that.

And it even continued to the Queen City of the South, Cebu City, considered as one of the largest and most competitive radio markets in the country. 93.1 Brigada News FM Cebu proved to itself last November that the said station became the #1 FM station in Metro Cebu, besting Barangay RT and MOR, who were battling for the #1 spot for years. Not even that, Brigada even destroyed Radyo5 101.9 News FM Cebu out of the Top 10, based on data from Kantar Media. RMN might dominate Cebu's airwaves, for now, but other stations have considered Brigada News FM Cebu as one of the competition on one of the most competitive radio markets in the country.

Perhaps we should tell the story of Brigada's success in markets where they're not the #1 FM station, preferably the ones where they dominated the news FM category. In Davao, on the recent Kantar Media survey released this month, MOR might be #1 on the market, 91.5 Brigada News FM Davao, despite being ranked #7 on the FM band based on the station's ratings, it even beat Radyo5 101.9 News FM, as the news FM leader on the most competitive news FM markets in the country. Not just that, they also

beat 94.7 One Radio – Radyo Ni Juan, 105.9 Balita FM (reported to be inactive since end-September), and 98.7 Home Radio News FM (recently entered on the news FM market this year as a hybrid news radio/Top 40 station). BNFM Davao knocked out its competition out of Top 10 on Kantar survey, even behind Top 40 stations Monster Radio BT 99.5 and Magic 89.1, who ranked #11 and #12, respectively. In Kidapawan, North Cotabato, 97.5 Brigada News FM Kidapawan, despite being #2 overall where 88.7 Happy FM became #1 based on Kantar Media survey last February, they dominated the news FM segment on that city, beating 107.9 One Radio – Radyo Ni Juan and UMBN's 92.9 Radyo Ukay (simulcasting its sister station Radyo Ukay 1089 AM).

There are some signs that 102.5 Brigada News FM Cagayan de Oro might beat 99.9 Magnum Radio, but time would tell if they did just that.

Manila will still think that Radyo5 have set the standard of the news FM station in the country and they still think so. Radyo5 might have started the trend back in 2010, but an unknown brand out of General Santos City, Brigada News FM, did revolutionize the news FM format that the people loved. *Dumarami nga ang mga news FM stations na nagsusulputan* like Muews Radio (with stations in most minor markets and Iligan being its significant major market), One Radio – Radyo Ni Juan (based in Davao and has stations in Davao Region and in North Cotabato) and Radyo Bandera (based in Palawan with stations in Puerto Princesa, General Santos, Bukidnon and Sultan Kudarat), but no one can match the success Brigada has achieved in the past two years.

For Manileños who still doubt Brigada's success in the provinces, time will tell when Brigada would make an impact on the already-crowded airwaves. I repeat, time will tell, and a full-powered frequency to boot.

ONE THOUGHT ON “BRIGADA’S SUCCESS EXPLAINED”

1. **FOUR FM NETWORKS MANILEÑOS WANT TO HEAR - JRDV'S WORLD SAYS:**

[...] Brigada's Success Explained [...]

Like

February 7, 2017 at 1:09 pm Reply

FOUR FM NETWORKS MANILEÑOS WANT TO HEAR

As government-owned 104.3 Business Radio relaunches as FM2 since February 2, the FM landscape in the Metro has become more and more competitive. As for the FM brands like Brigada, Oomph, Mom's and Wild, having a full-powered FM frequency in Metro Manila is very far from being possible, thanks to the tough competition on Manila airwaves.

Manileños even want Bombo Radyo or even 8TriMedia to set up an AM station due to available AM frequencies. So, here are the reasons why I think Brigada, Oomph, Mom's and Wild deserve a full-powered FM frequency in Metro Manila.



Brigada News FM is close to achieving a full-powered FM frequency, thanks to their Makati studios and their well-known personalities like Weng Dela Peña, but they're forced to use their frequency from Batangas to broadcast its programs to listeners in parts of Metro Manila. (Source: www.brigada.ph)

The first network is Brigada News FM. They're so close, but yet so far. Why? They're broadcasting on 104.7 out of Batangas, transmits from Mt. Banoy from Batangas and its signal in the Metro is somewhat weak, despite its 25,000-watt transmitter power, Makati studios and prominent personalities. They're the supposed alternative from the already-established Radyo5 92.3 News FM despite the obvious problems from PBA to reluctance to air important news stories in favor of regular programming to vacant slots filled with Easy Rock-esque music, but the signal is hampering those hopes. Brigada airs your typical news/talk format, commonly heard on AM, in the mornings and on late afternoon, and airs music programming similar to masa stations on the rest of the broadcast day, plus programs from the company-owned Brigada Healthline like Lunch Date and Drivemax Nationwide (sponsored by Guard-C and Drivemax), as well as Brigada News program (sponsored by the company's flagship

product [Powercells Herbal Capsule](#)). Brigada might be successful in areas like [Metro Cebu, Zamboanga, Koronadal or its home base in General Santos](#), but as far as Metro Manila is concerned, it might not happen anytime soon unless one of the low-rated FM stations might consider selling their station to Brigada Mass Media Corporation. If that happens, Brigada might give Radyo5 a run for its money.



Oomph! Radio might have its highs and lows on its stations in Cebu, Davao and Zamboanga, but with its unique CHR/OPM (mostly dominated by Viva artists) format, Viva Live might pour in money to invest on its future station in Metro Manila. (Source: Viva Live)

The second network that I think deserve a full-powered Metro Manila FM frequency is Viva Live's Oomph! Radio. After acquiring Ultimate Entertainment's franchise, Viva Live invested on Ultimate's three FM stations and gave them a fresh start as Oomph! Radio. The three stations briefly struggled last year as they dropped Oomph! branding and began to brand as UR (in Cebu and Davao) or UE (in Zamboanga) and added classic hits, but their station in Davao struggled the most, in part due to the dominance of Wild 92.3 WT on the CHR/OPM format, and the departure of the jocks (from now-defunct 105.9 Mix FM) who made Oomph! Radio possible. The Oomph! branding returned last July and are now gaining back lost momentum. As far as having Oomph! in Metro Manila, the station might give 97.9 Home Radio a run for its money, but with the CHR market getting more and more competitive and with the impending launch of government-owned FM1 on 87.5, Viva should be cautious on investing a Metro Manila FM station.



Make it Your Choice!

Cebu	Davao	Bacolod	Laoag	Vigan
88.3	97.9	90.3	97.9	98.9

Mom's Radio might be a good alternative to already-established but ratings-hungry 96.3 Easy Rock (thanks to the playlist being almost similar to 90.7 Love Radio), as long as Solar Entertainment Corporation (now owning SBN) makes the right moves on putting its own Metro Manila FM station in the future. (Source: [Solar Entertainment Corporation/SBN](#))

The third network is Solar-owned Mom's Radio. The relaunched and re-energized Mom's Radio, now partnered with Estima, have recaptured the hearts of mommies in Cebu, Davao and Bacolod, just like the first incarnation of Mom's Radio a decade ago, with better and newer programming. Just recently, Mom's Radio flagship morning program "Breakfast With Moms" is also aired on Solar-owned home hopping channel Shop TV, aside from its stations in Cebu, Bacolod and Davao, and was dubbed as "the first radio program to air on national television", but radio and TV critics were quick to dispute that claim. As far as getting a Metro Manila FM station, introducing Mom's Radio to Manilaños via Shop TV is a good start, but as far as Solar is concerned, they might wait for a right time to purchase a low-rated Metro Manila FM station soon.



UMBN

-owned Wild FM is already successful in Mindanao as the younger alternative to the already-established masa stations, thanks to its CHR format and the unique disco mix they popularized. (DISCLAIMER: The logo used is from UMBN's flagship FM station Wild 92.3 WT in Davao City) (SOURCE: UMBN)

The fourth network Manilaños want to hear is the already-popular Wild FM, owned by Davao-based University of Mindanao Broadcasting Network (UMBN). After finding success in Davao City just years after the EDSA People Power Revolution thanks to its CHR format and the popular dance re-mixes, Wild FM expanded to places like General Santos, Cagayan de Oro, Butuan, Iligan, Zamboanga (now known as Mango Radio), Valencia, Bukidnon, Cebu (now known as Retro Cebu) and Bacolod (now in Iloilo), and proved to be popular in those markets. As far as Manila airwaves is concerned, Wild FM might be successful among Mindanaoans and Ilonggos, as well as Cebuanos living in Metro Manila, but as far as Manila's already-competitive CHR market is concerned, it might easily outrank its already-established competition in the CHR format thanks to its hybrid CHR/Dance/OPM format, as long as UMBN has enough money to invest a Metro Manila FM station.

These FM networks might have a bright future ahead, but as far as Manila airwaves is concerned, they're already overcrowded and the FM networks mentioned above might have a hard time penetrating the hearts of Metro Manila listeners anytime soon. *Libre nang mangarap, pero hanggang blueprint lang ang post na ito.*

YABANG TALES: STATIONS' OBSESSIONS ON BEING #1

Looks like the #1 obsession is contagious.

It seems that once *na nagiging #1 ang himpilan mo, doon na naguumpisa ang pagmamayabang*. I have to admit that it's true, especially on stations which I will spotlight. Better stay tuned to find out why.

Kantar and Nielsen surveyed listeners and viewers on what station they listen or watch the most and the basis on their surveys will be forwarded to broadcasters and advertisers. Survey results will affect the outcome and performance of a certain station. Stations would be proud of being #1 on a certain time, but boasting about being #1 for a long time, *pagmamayabang na yan*.

Let's talk about the stations that liked to boast about being the best, but survey results proved otherwise.

MBC FM TRIO (Love Radio, Yes The Best/Yes FM and Easy Rock)

First on the spotlight is the MBC FM trio. DZRH might be home to Mocha Uson and Greco Belgica, but they will be discussed on another time. Let's spotlight the MBC FM triopoly first. First up on the MBC FM trio is MBC's flagship FM station, Love Radio.

Love Radio loves to boast about being #1 for 15 years already, especially to its loyal listeners, as well as advertisers. But boasting about it for a long time actually hurt the station's portfolio, as MOR and Barangay LS have beat them in Metro Manila Kantar and Nielsen surveys. Even their provincial FM stations have suffered ratings slump, as well, being defeated by stations like MOR (in Puerto Princesa, Legazpi and Davao), Barangay (in Cebu (Nielsen)) iFM (in Gensan (Kantar)), or even Brigada News FM (in Cebu (Kantar), Gensan (Nielsen), Zamboanga and Koronadal). Reason to blame? The loss of Papa Jack (he resigned his post on Love Radio and has since moved to Energy FM (as Papa J)) did hurt Love Radio. Even with the addition of Lloyd Cadeña, Love Radio slumped to #3 on the January 2017 Kantar Media survey, and we are certain for sure that Love Radio will stop boasting about being #1 and accept the fact that MOR and Barangay LS are the kings of FM radio in Metro Manila.

The second on the MBC trio is Yes The Best. Yes FM Manila changed its branding to Yes The Best to target millennials, while provincial stations kept the Yes FM name. Despite its focus to target millennials, Yes The Best even boasted about being #2.

So much for being The Millennial's Choice. Based on January 2017 Kantar Media survey, Yes The Best is actually #6, trailing behind iFM (#5) and its own sister stations Love Radio (#3) and Easy Rock (#4). Even their playlist is actually masa-based and targeted jejeje millennials, not the real millennials. If you're a real millennial, there are other options for your music mix. There's Home Radio, or even music streaming sites you can listen to, if you're sick and tired of Yes The Best's masa playlist.

The third station on the MBC trio is Easy Rock. Even on the January 2017 Kantar survey, Easy Rock is #4 among all FM stations surveyed in Metro Manila. Want to know why? Their playlist is almost identical to its sister stations Love and Yes, and more and more PUJs and PUV drivers listen to that station. Even Ralph talked about why [WRock is way better than Easy Rock](#). If you missed [WRock](#), you can still listen to their Cebu station online.

GMA 7: NUMBER 1???

Another station who loved to boast being #1 is GMA 7. They have Nielsen ratings survey to back it up, but they insist on being #1 nationwide, especially in Mega Manila and Urban Luzon, without any regard to the rest of Luzon, as well as Visayas and Mindanao, where there are several major markets on these areas. Kapuso fanatics will defend their beloved network till death, but TV observers noticed problems the network must face: their [beloved weekday Astig Authority block is sinking](#), lack of talent development, [as referenced by negative reviews of Full House Tonight](#) and [overemphasis on veteran talent, especially ignoring younger talent](#), blurred lines between GMA Entertainment ([producing a public affairs program](#)) and GMA Public Affairs ([producing much-criticized entertainment programs](#)), [closure of originating regional stations](#), [producing expensive programming](#), and [questions surrounding GMA's digitalization plans](#). With GMA facing a lot of problems, the only way to save GMA is for [Gozon to give up his controlling stake](#) and to fire Rasonable for good.

OTHER YABANG STATIONS

Even some provincial stations are not safe on the *yabang* craze. They still claim that they're #1 from here and there, but ratings figures proved otherwise. Even on my home market, Koronadal, Happy FM Koronadal boasted on being #1 (just like their sister stations in Cotabato and Kidapawan) but have not even reached #1 for five years already since 2011, either from Kantar or Nielsen (and they finished #2 on Q4 2016 Kantar ratings on that market, which I will tackle soon).

As a listener myself, I have the right to make choices on my music mix. If these stations insist on their *pagmamayabang* mantra, it might end up on their downfall. Just stop boasting and make quality listening and viewing choices more convenient to Filipinos. So stop boasting.